

Message Text

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PAGE 01 SANAA 01096 110535Z

21

ACTION NEA-09

INFO OCT-01 ISO-00 EB-07 COME-00 CIAE-00 INR-07 NSAE-00

TRSE-00 CIEP-01 OMB-01 SAB-01 SAM-01 /028 W

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R 110505Z MAY 75

FM AMEMBASSY SANAA

TO SECSTATE WASHDC 5465

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E.O. 11652: N/A

TAGS: ETRD, YE

SUBJ: YARG NEGOTIATIONS TO ESTABLISH TV STATIONS IN YEMEN

REFS: SANAA 1076; STATE 106665

1. DEPRIMIN GEGHAM TOLD AMBASSADOR MAY 9 THAT HE OPTIMISTIC THAT DIETZ ASSOCIATES WOULD BE AWARDED CONTRACT AND THAT HE EXPECTED MATTER WOULD BE DISCUSSED IN WEEKLY CABINET MEETING MAY 14.

2. DIETZ'S DISCUSSIONS WITH YARG MININFO GO BACK TO AUGUST 1972 WHEN HE WAS ASKED TO FIND AMERICAN COMPANY INTERESTED IN TV INSTALLATION. DIETZ, WHO PREVIOUSLY SUPERVISED CONSTRUCTION SEVERAL SAUDI TV STATIONS FOR US CORPS OF ENGINEERS IN WHICH RCA WAS CONTRACTOR, PROPOSED RCA WHICH THEN DID PRELIMINARY STUDY AT DIETZ ASSOCIATES EXPENSE. AGREEMENT WAS REACHED WITH MININFO THAT RCA (DIETZ SAYS HE IS PAYING) WOULD PROVIDE MORE POWERFUL 200 WATT RCA TRANSMITTER FOR ABU DHABI-FUNDED SANAA STATION AND DIETZ IN TURN WOULD BE GRANTED EXCLUSIVE RIGHT TO IMPORT TV SETS INTO YEMEN WHICH WOULD BE RCA SETS MANUFACTURED IN TAIWAN AND MODIFIED FOR YEMENI MARKET.

3. SANAA REFTTEL SHOULD HAVE REFERRED TO DIETZ CLAIM TO BE SOLE EXCLUSIVE AGENT FOR RCA NOT REPRESENTATIVE. APPRECIATE DEPT. CLARIFYING THIS WITH DENNY TO AVOID LIMITED OFFICIAL USE

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PAGE 02 SANAA 01096 110535Z

MISUNDERSTANDINGS. THIS IS ESSENTIALLY RELATIONSHIP

EXPLAINED TO US DURING FEBRUARY 1973 VISIT OF DIETZ AND J.M. WATKINS, DIRECTOR CONSUMER ELECTRONICS, INTERNATIONAL OPERATIONS, RCA IN INDIANAPOLIS. DIETZ HAS ACTED AS ENTREPRENEUR TO LINE UP RCA INVOLVEMENT THROUGH HIM. RISH IS HIS. DIETZ ASSOCIATES WILL BE PARTY TO AGREEMENT WITH MININFO, NOT RCA. DO NOT BELIEVE, THEREFORE, THAT WE SHOULD STIMULATE YARG TO CONTACT RCA AT THIS POINT SINCE THIS COULD UNDERMINE DIETZ.

4. EMBASSY HAS SUPPORTED DIETZ'S EFFORTS OVER PAST TWO YEARS (SEE SANAA 0353 OF MARCH 5, 1973) AS IT WOULD CONVERT PROPOSED LOCAL SYSTEM FROM ONE LIMITED TO FRENCH AND SOVIET PROGRAMMING TO CCIR-TYPE SYSTEM WHICH WOULD RELY LARGELY ON AMERICAN, WESTERN EUROPEAN, SAUDI, AND LEBANESE PROGRAMMING. PROGRESS HAS BEEN GREATLY HAMPERED BY STULTIFYING COMBINATION OF YEMENI AND ABU DHABI VENALITY, BUT WE HOPE GEGHMAM'S EFFORTS WILL RESULT IN WESTERN-ORIENTED SYSTEM WHICH WE EXPECT TO HAVE GREAT IMPACT AMONG UNSOPHISTICATED LOCAL AUDIENCES.
SCOTES

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: TELEVISION BROADCASTING, NEGOTIATIONS, BUSINESS FIRMS
Control Number: n/a
Copy: SINGLE
Draft Date: 11 MAY 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Authority: greeneet
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 28 MAY 2004
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975SANAA01096
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750165-0118
From: SANAA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750562/aaaaceal.tel
Line Count: 82
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION NEA
Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: LIMITED OFFICIAL USE
Previous Handling Restrictions: n/a
Reference: 75 SANAA 1076, 75 STATE 106665
Review Action: RELEASED, APPROVED
Review Authority: greeneet
Review Comment: n/a
Review Content Flags:
Review Date: 20 AUG 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <20 AUG 2003 by BoyleJA>; APPROVED <08 DEC 2003 by greeneet>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
05 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: YARG NEGOTIATIONS TO ESTABLISH TV STATIONS IN YEMEN
TAGS: ETRD, YE, DIETZ CORP
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006